

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

In accordance with 37 CFR § 1.121, please substitute for original claims 1-20, the following rewritten versions of the same claims, as amended and add claims 21-30 to the application.

Please amend the following claims.

1. (Currently amended) A computer-implemented method for conducting business over a network utilizing a graphical user interface, comprising [the steps of]:

- (a) receiving a request indicating a primary product or service utilizing a network;
- (b) displaying the primary product or service on a graphical user interface utilizing the network in response to the request;
- (c) displaying at least one secondary product or service associated with the primary product or service utilizing the network prior to concluding a transaction for the primary product or service [in response the request]; and
- (d) allowing a user to select the at least one secondary product or service utilizing the network.

2. (Currently amended) The method as recited in claim 1, [and] further comprising [the step of] providing [linking to] a shopping cart [interface in response to the selection of a shopping cart] icon on the graphical user interface, wherein selecting the shopping cart icon[interface] produces a shopping cart interface that lists the primary product or service and any secondary product or service selected by the user for reviewing the selected [primary and secondary] products or services prior to purchase.

3. (Currently amended) The method as recited in claim 1, [and] further comprising [the step of] providing [linking to] a check out [interface in response to the selection of a check out]

icon on the graphical user interface, wherein selecting the check out icon[interface] produces a check out interface that lists the primary product or service and any secondary product or service selected by the user for purchase[ing purposes].

4. (Currently amended) The method as recited in claim 1, [and] further comprising [the step of] providing an add icon on the graphical user interface, wherein selecting the add icon adds[ing] the primary product or service and any secondary product or service selected by the user to an electronic shopping basket [in response to the selecting on of an add icon].

5. (Currently amended) The method as recited in claim 1, wherein the user [to is permitted] selects the at least one secondary product or service by selecting a check box.

6. (Currently amended) The method as recited in claim 5, wherein the user [is permitted to] deselects the at least one secondary product or service by selecting the check box again.

7. (Currently amended) The method as recited in claim 1, further comprising [the step of] providing a link[ing] to an additional graphical user interface featuring the secondary product[s] or service[s upon the selection of an icon indicative of the secondary products or services].

8. (Currently amended) The method as recited in claim 1, further comprising [the step of] displaying a plurality of additional primary products or services [related to the primary products or services] on the graphical user interface.

9. (Currently amended) The method as recited in claim 8, further comprising [the step of] providing a link[ing] to an additional graphical user interface featuring the additional primary products or services [upon the selection of an icon indicative of the additional primary products or services].

10. (Currently amended) The method as recited in claim 1, wherein the secondary product[s] or service[s are] is intended to be used with the primary product[s] or service[s].

11. (Currently amended) A computer program product for conducting business over a network utilizing a graphical user interface, comprising:

computer code configured to:

- (a) [computer code for] receive[ing] a request indicating a primary product or service utilizing a network
- (b) [computer code for] display[ing] the primary product or service on a graphical user interface utilizing the network in response to the request;
- (c) [computer code for] display[ing] at least one secondary product or service associated with the primary product or service utilizing the network [in response the request] prior to concluding a transaction for the primary product or service; and
- (d) [computer code for] allow[ing] a user to select the at least one secondary product or service utilizing the network.

12. (Currently amended) The computer program product as recited in claim 11, [and further comprising] wherein the computer code is further configured to provide [for linking to] a shopping cart [interface in response to the selection of a shopping cart] icon [on the graphical user interface], wherein selecting the shopping cart icon[interface] produces a shopping cart interface that lists the primary product or service and any secondary product or service selected by the user for reviewing the selected [primary and secondary] products or services prior to purchase.

13. (Currently amended) The computer program product as recited in claim 11, [and further comprising] wherein the computer code is further configured to provide [for linking to] a check out [interface in response to the selection of a check out] icon [on the graphical user interface], wherein selecting the check out icon[interface] produces a shopping cart interface that lists the primary product or service and any secondary product or service selected by the user for purchase[ing purposes].

14. (Currently amended) The computer program product as recited in claim 11, [and further comprising] wherein the computer code is further configured to provide an add icon, wherein selecting the add icon [for] adds[ing] the primary product or service and any secondary

product or service selected by the user to an electronic shopping basket [in response to the selection of an add icon].

15. (Currently amended) The computer program product as recited in claim 11, wherein the user [to is permitted] selects the at least one secondary product or service by selecting a check box.

16. (Currently amended) The computer program product as recited in claim 15, wherein the user [is permitted to] deselects the at least one secondary product or service by selecting the check box again.

17. (Currently amended) The computer program product as recited in claim 11, [further comprising] wherein the computer code is further configured to provide a [for] link[ing] to an additional graphical user interface featuring the secondary product[s] or service[s upon the selection of an icon indicative of the secondary products or services].

18. (Currently amended) The computer program product as recited in claim 11, [further comprising] wherein the computer code is further configured to [for] display[ing] a plurality of additional primary products or services [related to the primary products or services on the graphical user interface].

19. (Currently amended) The computer program product as recited in claim 18, [further comprising] wherein the computer code is further configured to provide a [for] link[ing] to an additional graphical user interface featuring the additional primary products or services [upon the selection of an icon indicative of the additional primary products or services].

20. (Currently amended) A system for conducting business over a network utilizing a graphical user interface, comprising:

a consumer computer that sends a request indicating a primary product or service utilizing a network;

[(a) logic for] a web server that receives[ing] the request indicating a primary product or service utilizing the[a] network;

a plurality of web documents accessible by the web server, wherein the web server sends at least one web document to the consumer computer, and further wherein the at least one web document is configured to:

[(b) logic for] display[ing] the primary product or service on a graphical user interface at the consumer computer[utilizing the network] in response to the request;

[(c) logic for] display[ing] at least one secondary product or service associated with the primary product or service prior to concluding a transaction for the primary product or service[utilizing the network in response the request]; and

[(d) logic for] allow[ing] a user to select the at least one secondary product or service at the consumer computer[utilizing the network].

21. (New) The system as recited in claim 20, wherein the at least one web document is further configured to provide a link to a shopping cart interface, wherein the shopping cart interface lists the primary product or service and any secondary product or service selected by the user for review of the selected product or service prior to purchase.

22. (New) The system as recited in claim 20, wherein the at least one web document is further configured to provide a link to a check out interface, wherein the check out interface lists the primary product or service and any secondary product or service selected by the user for purchase.

23. (New) The system as recited in claim 20, wherein the at least one web document is further configured to provide an add icon, wherein selection of the add icon adds the primary product or service and any secondary product or service selected by the user to an electronic shopping cart.

24. (New) The system as recited in claim 20, wherein the user selects the at least one secondary product or service by selecting a check box.

25. (New) The system as recited in claim 24, wherein the user deselects the at least one secondary product or service by selecting the check box again.

26. (New) The system as recited in claim 20, wherein the at least one web document is further configured to provide a link to a secondary product or service interface, wherein the secondary product or service interface provides additional information about the secondary product or service.

27. (New) The system as recited in claim 20, wherein the at least one web document is further configured to display a plurality of additional primary products or services.

28. (New) The system as recited in claim 27, wherein the at least one web document is further configured to provide a link to an additional primary product or service interface, wherein the additional primary product or service interface provides additional information about the additional primary product or service.

29. (New) The system as recited in claim 20, wherein the secondary product or service is intended to be used with the primary product or service.

30. (New) The computer program product as recited in claim 11, wherein the secondary product or service is intended to be used with the primary product or service.